February 23, 2026

City of Barrie
70 Collier Street
P.O. Box 400
Barrie, ON L4M 4T5
Attn: Mayor and Members of Council
Re: Proposal for Municipal Endorsement and Sponsorship Support - Barrie Pipes & Drums

To the Mayor and Members of Council,

On behalf of the **Barrie Pipes and Drums**, I am writing to formally request the City of Barrie's consideration for a municipal endorsement and potential sponsorship arrangement for our organization.

For over 50 years, the **Barrie Pipes and Drums** have been the heartbeat of our city's most significant ceremonies. From leading the Remembrance Day Parade to performing at local traditions like the **Santa Claus Parade** and performing at **Promenade Days**. Our band proudly represents the spirit and resilience of the Barrie community while wearing the **official City of Barrie Tartan**. As a not-for-profit organization, we rely entirely on community generosity to sustain our operations.

Following recent discussion with **Deputy Chief Rob Burke** and the **Barrie Police Servic**e, it was suggested that a formal partnership with the **City of Barrie Council** would be the most appropriate path to ensure our long-term sustainability as **"The City's Band."**

Why Partner with the Barrie Pipes & Drums?

Your support directly impacts the cultural fabric and vibrancy of our community through:

- **Accessible Education:** We provide free bagpipe and drumming lessons to residents of all ages, ensuring this historic art form remains accessible to everyone in Barrie & Simcoe County. (Website: barriepipesanddrumscom/teachingprogram)
- **Active Community Presence:** We are a consistent staple at major local events, including the upcoming **Barrie Colts vs. Sudbury Wolves** Game on March 14, 2026. This high profile appearance serves as the Colts' official **St. Patrick's Theme Night** where our music and **City of Barrie Tartan** will be at the forefront of the celebrations.
- **Equipment & Excellence:** High-quality instruments, the maintenance of our **City of Barrie Tartan Kilts** and travel to provincial competitions require significant funding. Your support ensures our members continue to represent Barrie at the highest levels across Ontario.

Specifically, we are seeking to request a staff report regarding the following avenues for collaboration:

1. **Official Endorsement:** Formal recognition of the Barrie Pipes & Drums as a premier cultural ambassador for the City.
2. **Sustainable Sponsorship:** A formal partnership agreement for our 2026 Season (details in Appendix A) to assist with essential operational costs and instrument upgrades.
3. **Strategic Integration:** Inclusion within the City's Arts & Culture Investment framework to align our contributions with the City's long-term community engagements goals.

We would welcome the opportunity to appear as a formal Deputation before the General Committee to further demonstrate the value we bring to the residents of Barrie and to speak to the specifics of this proposal.

Thank you for your time and for your ongoing support of the local arts.

Sincerely,

Dene Conlon
Band Manager, Barrie Pipes & Drums
Phone: 416 524-3941
Email: barriepipesanddrums@gmail.com
Website: barriepipesanddrums.com

cc:
His Worship Alex Nuttall, Mayor of Barrie
Councillor Robert Thomson, Ward 5 & Deputy Mayor
Councillor Clare Riepma, Ward 1
Councillor Craig Nixon, Ward 2
Councillor Ann-Marie Kungl, Ward 3
Councillor Amy Courser, Ward 4
Councillor Nigussie Nigussie, Ward 6
Councillor Gary Harvey, Ward 7
Councillor Jim Harris, Ward 8
Councillor Sergio Morales, Ward 9
Councillor Bryn Hamilton, Ward 10
Deputy Chief Rob Burke, Barrie Police Service

Appendix A:

2026 Sponsorship Tiers:

Tier Level	Investment	Community Impact & Deliverables
Lead Cultural Partner	**$15,000**	• **"Official City Band"** designation for all 2026 civic branding. • **Logo placement** on band website and promotional materials. • **Full band appearance** at **agreed-upon** City-selected special event(s) (e.g., Mayor's Levee).
Civic Heritage Sponsor	**$10,000**	• **Agreed-upon performances** at major Civic events throughout the 2026 season. • **Recognition** as the primary sponsor of the **Free Lesson Program.** • **Official Recognition** at Remembrance Day and Legion commemorative events.
Community Contributor	**$5,000**	• **Targeted Support** for specific equipment (e.g., New Premiere Snare Drums) • **Recognition** in the Open Air Dunlop & Kempenfest Program Guides